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**EDITORIAL NOTES****WHO ARE YOUR FRIENDS?**

There are a number of people who have been pretty good friends of yours; it is beside the question that they are working for their own reasonable profit. They have helped you to build up your JOURNAL and they make it possible for you to have a journal of the size and make up of the STATE JOURNAL. Do you trade with your friends, other things being equal, or do you not? Did you ever stop to think that there is scarcely a thing that you need to buy, from green soap to groceries, from surgical instruments to sermons in print, and that there is not an institution to which you may wish to send a patient, that is not advertised in your JOURNAL? If you do not believe this, and there are always some who will not believe without evidence, just look carefully through the advertising pages and you will be convinced. In these pages your friends, your advertisers, present for your notice and attention, a great variety of wares; all are good and reliable, or they would not be there. Recognize your friends when you see them and deal with them as they deal with you.

**PHYLACOGENS, THE JOURNAL A. M. A.,  
AND PARKE, DAVIS & CO.**

"Schafer's serum" began out here in California and traveled East to Detroit where it was taken in by Parke, Davis & Co., dubbed "Phylacogen"

and recently very extensively exploited. Just exactly what goes into the patient when he is given Phylacogen, nobody knows; but we do know that it is terribly potent and by no means free from disastrous results. The *Journal A. M. A.* wisely called attention to the dangers, to the unscientific way of indiscriminately recommending a something of this sort known to be terribly potent. Parke, Davis & Co. come back, not with anything is the nature of argument or fact, but with the old, old cry of the "patent-medicine" faker—"personal animus"! The *Journal A. M. A.* quotes from letters sent out by Parke, Davis & Co., and signed by E. G. Swift, general manager, as follows:

"The real motive and animus of the attack are to be sought in the determination of Doctor Simmons to dragoon Parke, Davis & Co. into submission to the Council on Pharmacy and Chemistry of the A. M. A."

"The editor of the *Journal*, looking on the Council as his creature, has resolved to dragoon us into submission—to compel us to bend our neck to the yoke and introduce no specialty to the medical profession without the knowledge and permission of his Council."

Suppose, for the sake of argument, that anything so silly were true; that Dr. Simmons, or any one else, was trying to "dragoon" Parke, Davis & Co. into doing—what? Submit its preparations to the Council. And what would the Council ask, in that case? Merely that the product be of known composition, honestly made, honestly put before the medical profession, and honestly handled. Does Parke, Davis & Co. object to doing any of these things? It certainly would seem that they do so object; that the simple rules of the Council regarding honesty of composition and honesty in all advertised statements, are irksome to Parke, Davis & Co. Representatives of Parke, Davis & Co. are quoted as saying that the *Journal* was "unfair" to Parke, Davis & Co. in the Taka-Diastase incident several years ago. What were the facts and what was "unfair"? The Council notified the house that Taka-Diastase, within a short time after being made, became practically worthless and that the claims made for it were extraordinary and untrue. This the house admitted. But did Parke, Davis & Co. either withdraw the product from sale or date the packages so that the purchaser could tell whether he was being cheated or not? And then because the *Journal A. M. A.* published the truth about this Taka-Diastase it is accused, by the detail men of Parke, Davis & Co., of being "unfair" to that great manufacturing house! Which is "unfair," the *Journal* in telling the truth or Parke, Davis & Co. in allowing some innocent purchaser to pay his money for a worthless article?